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THE UNITED STATES OF AMERICA

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United States Patent and Trademark Office

May 20, 2004

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APPLICATION THAT MET THE REQUIREMENTS TO BE GRANTED A  
FILING DATE.

APPLICATION NUMBER: 60/453,763

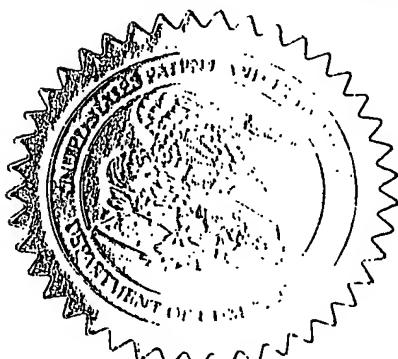
FILING DATE: *March 11, 2003*

RELATED PCT APPLICATION NUMBER: PCT/US04/07152

By Authority of the  
COMMISSIONER OF PATENTS AND TRADEMARKS



T. LAWRENCE  
Certifying Officer



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J1064, U.S. PTO

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3-17-04-03 3763 DPA Apr 2003

PTO/SB/16 (02-01)

Approved for use through 10/31/2002. OMB 0651-0032  
Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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## PROVISIONAL APPLICATION FOR PATENT COVER SHEET

This is a request for filing a PROVISIONAL APPLICATION FOR PATENT under 37 CFR 1.53 (c).

Express Mail Label No. EV249512411 US

J1064 U.S. PRO  
60/453763

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Additional inventors are being named on the 1 separately numbered sheets attached hereto

### TITLE OF THE INVENTION (280 characters max)

### OTHER DISCUSSION POINTS

### CORRESPONDENCE ADDRESS

Direct all correspondence to:

Customer Number

Place Customer Number  
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Firm or  
Individual Name JOSEPH S. TRIPOLI, THOMSON MULTIMEDIA LICENSING INC.

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### ENCLOSED APPLICATION PARTS (check all that apply)

Specification Number of Pages

7

CD(s), Number

Drawing(s) Number of Sheets

Other (specify)

Application Data Sheet. See 37 CFR 1.76

### METHOD OF PAYMENT OF FILING FEES FOR THIS PROVISIONAL APPLICATION FOR PATENT (check one)

Applicant claims small entity status. See 37 CFR 1.27.

A check or money order is enclosed to cover the filing fees

FILING FEE  
AMOUNT (\$)

160

The Commissioner is hereby authorized to charge filing  
fees or credit any overpayment to Deposit Account Number:

07-0832

Payment by credit card. Form PTO-2038 is attached.

The invention was made by an agency of the United States Government or under a contract with an agency of  
the United States Government.

No.

Yes, the name of the U.S. Government agency and the Government contract number are: \_\_\_\_\_

Respectfully submitted,

SIGNATURE 

Date

3/11/03

TYPED or PRINTED NAME

PAUL P. KIEL

REGISTRATION NO.

40,677

(if appropriate)

Docket Number:

PU030073

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This collection of information is required by 37 CFR 1.51. The information is used by the public to file (and by the PTO to process) a provisional application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 8 hours to complete, including gathering, preparing, and submitting the complete provisional application to the PTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, D.C. 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Box Provisional Application, Assistant Commissioner for Patents, Washington, D.C. 20231.

**PROVISIONAL APPLICATION COVER SHEET**  
*Additional Page*

PTO/SB/16 (02-01)

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Number 1 of 1

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E-mail: EV249512411

PV030073

INNOVATION PARTNERSHIP SUCCESS

## Other Discussion Points

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## Discussion Points Agenda

- Suggested Feature Changes
- Future ODU Directions
- DIRECTV / Thomson Total Cost Initiatives

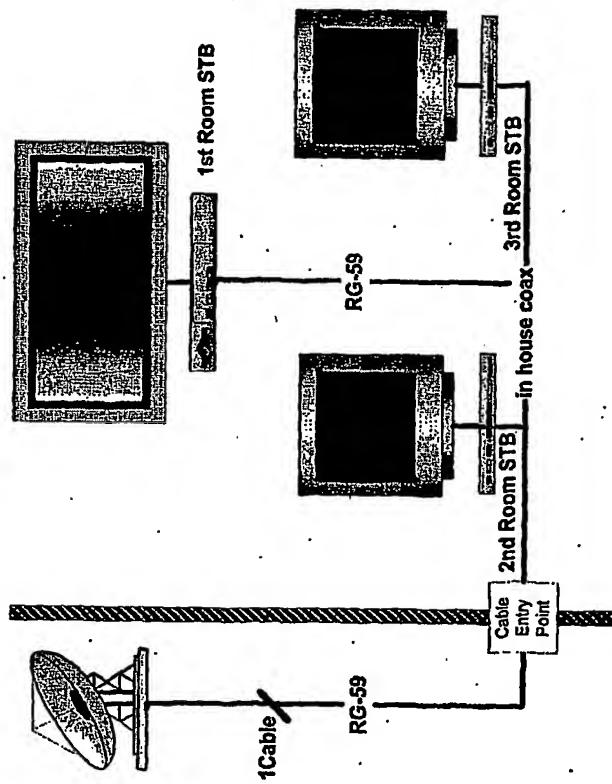
## Suggested Feature Changes

- Provide APG data for present/next programs
  - Allows development of a fast-navigation guide due to reduced search times
- Add APG linkages from program objects back to channel objects allowing improved performance for features traversing the data base
- Divide APG database into segments
  - APG additions would be to segments furthest in the future
  - Aids in keeping database consistent and providing timely access to the data

## ODU Directions

- Thomson's proposed whole-house initiatives focus on RG59 distribution of DIRECTV signals
  - "N in 1" Media Server: analog NTSC video with agile modulators
  - Media Server Hybrid: Adds digital distribution via XL Band to secondary receivers
- Thomson proposes to extend XL Band technology to the ODU to reduce the number of cable runs to one
  - Move "rough tune" functionality into LNB
  - Transponders from multiple satellites are frequency translated and put into spectral slots on a single coax (RG6 to the house, RG59 within the house)
  - Single cable run to the ODU supports as many tuners in the house as there are "slots"; likely answer is 4-8 due to cost tradeoffs within the LNB
  - Simple, two-way control path needed for receiver to request a transponder on an allotted frequency slot

## New ODU Advantages



- Digital A/V quality with DIRECTV UI on all receivers
- Can be implemented in conventional receiver roadmaps
- Complementary to Media Server (Hybrid) architectures
- 2005 availability

## Total Cost To Serve Initiatives

- Smart card and license fee retail markup
- Integrated customer service operation
- Key technology development initiatives
  - Patents & Licensing can monetize DIRECTV assets
- Piracy / fraud issues throughout entire product flow
- Accessories development
- Collaborative retail field support initiatives

## Summary

- Feature changes can improve APPG consumer experience
- XL Band technology can further reduce installation costs by distributing ODU output via a single coax
- Thomson can address total cost-to-serve through the entire product lifecycle
  - Joint development and licensing of intellectual property
  - Piracy / fraud issues throughout entire product flow
  - Collaborative customer and retail support
  - Accessories development for consumer satisfaction